
GREENGATE - Salford

Regeneration Strategy

Final Version
February 2018



Prepared on behalf of Salford City Council

February 2018 - Final Version

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Twenty Tottenham Street

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1.0 INTRODUCTION

- 1.1 Greengate is experiencing a period of intensive development activity and growth. Further residential development such as One Greengate has added to the existing developments including Spectrum and Abito. Other development activity has continued with the completion of commercial schemes at 101 Embankment. The development pipeline in Greengate is strong with a significant number of residential units expected to be delivered in the next ten years across a number of high density schemes. All of this points to the need to produce an updated strategy for Greengate.
- 1.2 Since the adoption of the regeneration framework in 2014, the City Council has commissioned additional studies both in respect of the Greengate area and also covering a wider geographical area. Key studies include:
 - Greengate Cultural Study (2016)
 - City Centre – Salford Economic Assessment (2016)
 - Salford 2025 – A Modern Global City (2014)
- 1.3 The City Council has also been developing the Local Plan for the City with consultation on a draft version undertaken between November 2016 and January 2017. Further details on the policy and regeneration context set by these documents are set out in section three of this framework.
- 1.4 The City Council wishes to ensure that the policy framework for Greengate is up-to-date, robust and provides clear direction regarding what can be delivered in the area to ensure it becomes a successful and vibrant community that supports culture, heritage, active ground floor uses and public open spaces. To this end, the regeneration strategy is being updated to reflect what has already been delivered and to highlight the opportunities still offered by underutilised land such as the surface car parks, older industrial premises and vacant railway arches, together with supporting existing cultural uses such as Blueprint recording studios and the Eagle Public House.

Greengate sits in the heart of City Centre Salford where the vision to 2040 is; for it to become a distinctive place to live, work and visit, proud to be more Brooklyn than Manhattan, where people and businesses, from near and far, can find the space they need to thrive, prosper, create and connect. This refreshed Regeneration Strategy is intended to provide a broad framework to guide and influence the comprehensive delivery of development within Greengate rather than one which is prescriptive or could stifle imagination, creativity and quality. Of significant importance to the success of this neighbourhood will be the delivery of high quality public realm which will include a new Greengate Park and connecting spaces and the creation of the Greengate Boulevard to link the existing Greengate Square together with the new park and Market Cross to the revitalised Collier Street Baths.
- 1.5 Once adopted, this document will provide a positive vision and strategy for the development of the Greengate area. It sets out clear guidelines for those involved in the development process, and seeks to ensure that all new development in Greengate achieves the highest standards of quality and design. It will help to implement local and national planning policies. Although it does not provide new policies, it is a material consideration in determining applications for planning permission and guiding development in the Greengate area.

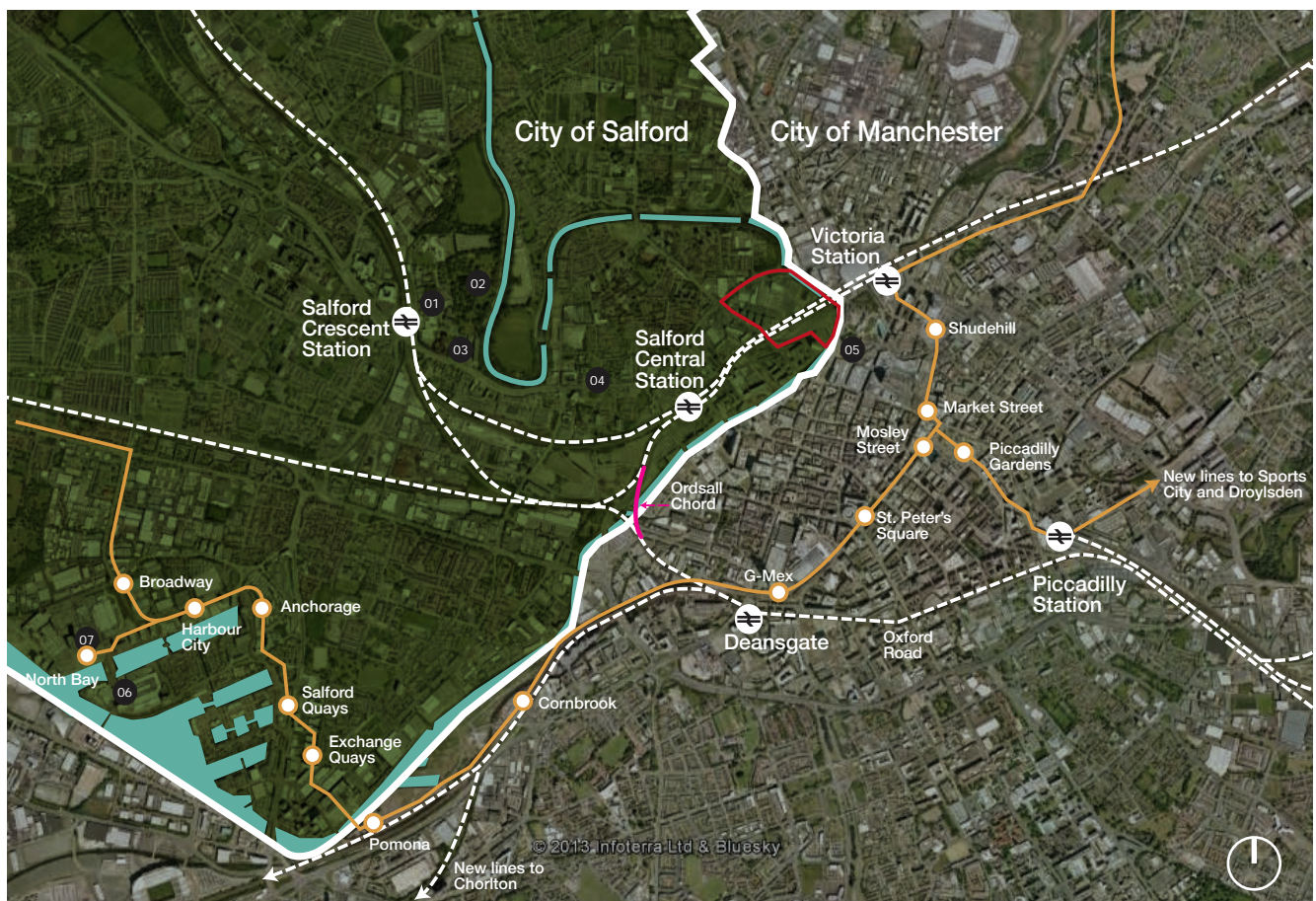
2.0 AREA HISTORY AND BACKGROUND

HISTORY

- 2.1 Greengate comprises 13 hectares of strategically located land bounded by the River Irwell, Victoria Bridge Street and Chapel Street, Blackfriars Road and Trinity Way, which forms part of the Manchester inner ring road.
- 2.2 Greengate is the original historic core of Salford and sits within the easternmost part of the City of Salford. Salford was granted Borough status through a charter in 1230 including the right to hold a market. The site of the market place in Greengate still survives where Greengate meets Gravel Lane. In its time the area contained a court house, market cross, stocks and conduit (pump). In the mid 1800's some two thirds of the population of the city lived in the Greengate District.
- 2.3 The site of Christ Church is important to Salford's civic, social and political heritage. It provided the city with its first MP Joseph Brotherton, two of its earliest Mayors, and some of its original councillors.

- 01. University of Salford
- 02. Peel Park
- 03. Salford Museum and Art Gallery
- 04. Salford Cathedral
- 05. Manchester Cathedral
- 06. The Lowry Centre
- 07. MediaCityUK
- Metrolink Light Rail
- The Site

Wider Context



The congregation were also decisive in founding influential social movements such as the Manchester and Salford Peace Society, the Vegetarian Society, the Anti-Tobacco Society, and the Total Abstinence Union. They campaigned against slavery and for state education for all. The Church was founded in 1800 by William Cowherd and the building of a church at King Street was completed by 1809. There was also a large school on the site, capable of taking a hundred

boarders. Brotherton succeeded Cowherd as pastor. He erected a lending library and reading room there – this was the start of his library movement locally and in the country. Around the church was a large graveyard, in which William Cowherd was buried upon his death in 1816. The church also allowed free burial for poor people and it is estimated there are hundreds of graves located there. The church was moved premises in 1868.



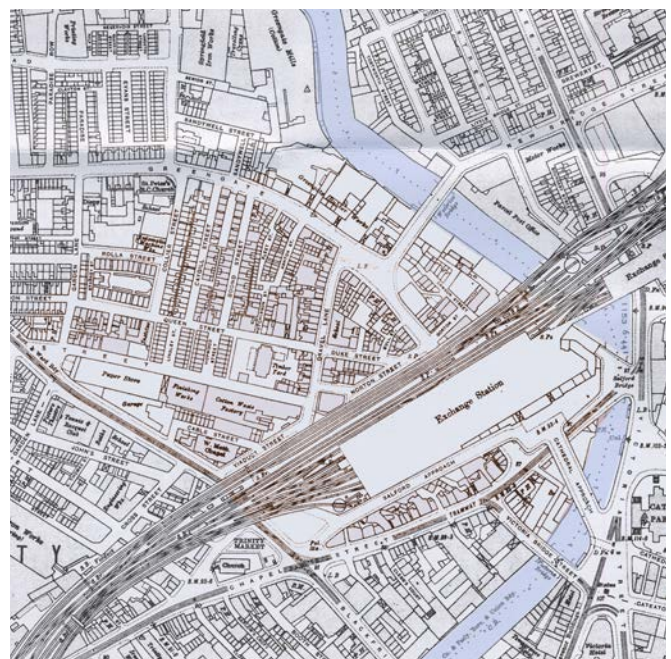
1720 Greengate



1793 Greengate



1848 Greengate



1915 Greengate

2.4 By the 1930's, the area was in a state of decay and declared a slum clearance area. More recently Greengate was developed first for large scale industrial and manufacturing purposes and then, following the decline of these industries in the 1970s and 1980s, the area became occupied by a mixture of generally low grade employment uses and long stay surface car parking.

2.5 The area is divided in an east / west direction by the raised Manchester Victoria railway line, below which are located a series of architecturally intriguing vaults and arches. While both the river and the railway line are relatively permeable, the existing movement patterns centre heavily on a north to south flow, into the Manchester part of the city centre.

This is reflected in the predominance of car parking and car related businesses currently occupying the area.

2.6 Greengate experienced a period of development activity in the early part of the 2000s with the following projects being delivered:

- Spectrum, Blackfriars Road
- Abito Apartments, Greengate
- The Approach, Chapel Street
- Former Police Station, 62 Chapel Street

-  Listed Buildings
-  Structure with historic interest
-  Flat Iron Conservation Area
-  Cathedral Conservation Area
-  Burial Ground
-  Historical Market Cross Area

Existing Heritage



HISTORICAL ASSETS



1 39 (The Institute), Queen Street - Blueprint Studios



2 Manchester Cathedral



3 Chapel Street Police Station



4 Collier Street Public Baths



5 Eagle Inn



6 North Bridge, Victoria Street



7 Black Friar Pub

GREENGATE TODAY

2.7 There has been a resurgence in development activity within the area in recent years reflecting investor confidence within Greengate and surrounding areas. An Economic Assessment was undertaken on behalf of the City Council in 2016 which identified Greengate within a City Riverside element of a wider “City Centre Salford” area. City Riverside, which also encompasses New Bailey and Chapel Wharf, was characterised as “...the true Central Business District within a Salford context accommodating high density employment and residential uses along the course of the River Irwell.” The Economic Assessment estimated that there was a figure of around £950 million of investment expected within “City Centre Salford” between 2016/17 to 2019/20; with a further £900 million expected between 2020/21 and 2025/26.

2.8 Specific projects that have either completed on site or are under construction within Greengate include:

- Exchange Court
- Norton Court (The Residence)
- Embankment 101
- City Suites
- One Greengate



Surface car parking



Future Developments



Historical Market Cross Area



Burial Ground



Listed Buildings



Structure with historic interest



Cathedral Conservation Area

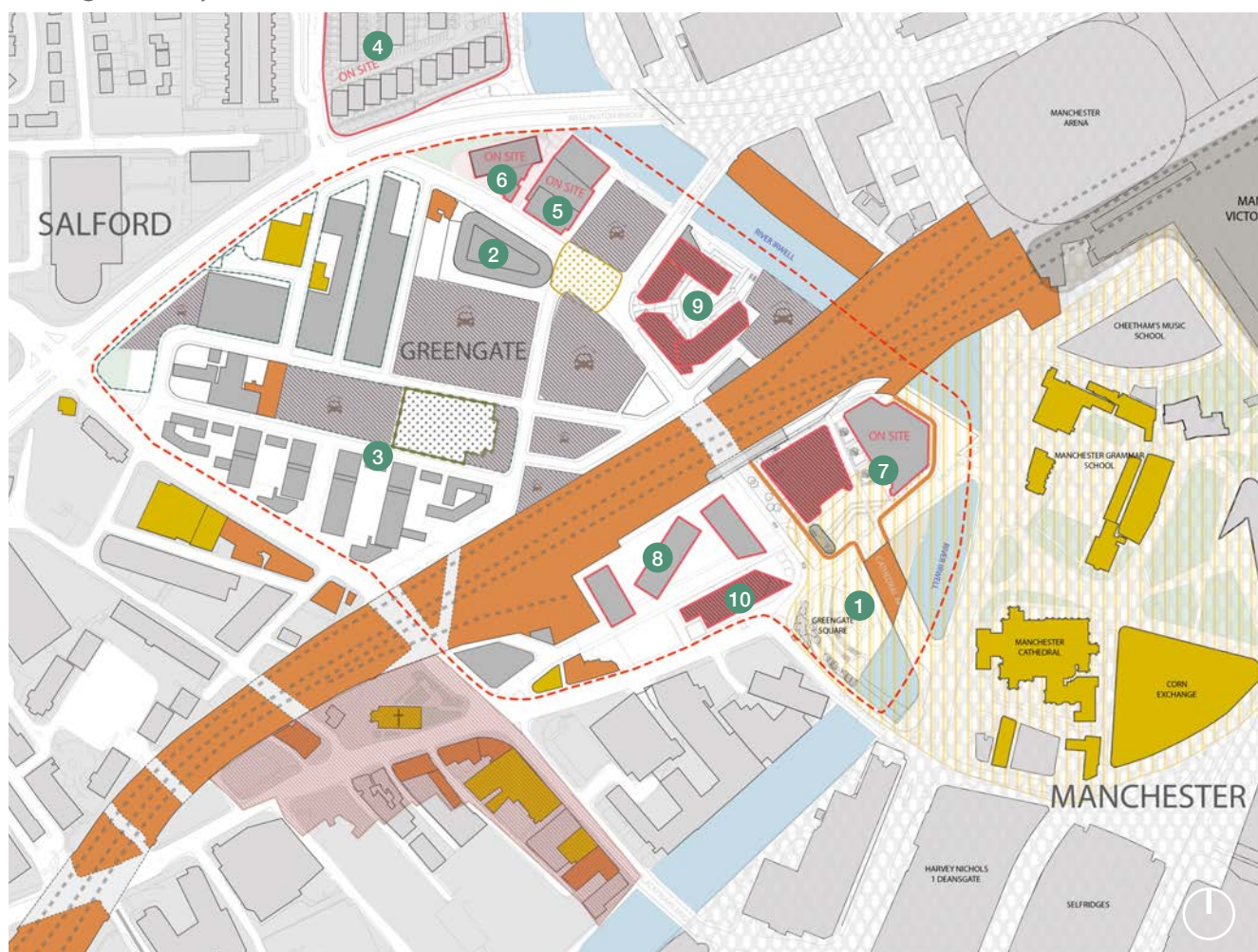


New Developments



Flat Iron Conservation Area

Greengate Today





1 Greengate Square



2 Abito
256 Apartments
Retail and Commercial Space



3 Spectrum, Blackfriars Road
578 apartments
Retail and office floorspace



4 House - Urban Splash
72 houses
55 apartments



5 Norton Court (The Residence)
300 apartments
31 basement car park spaces



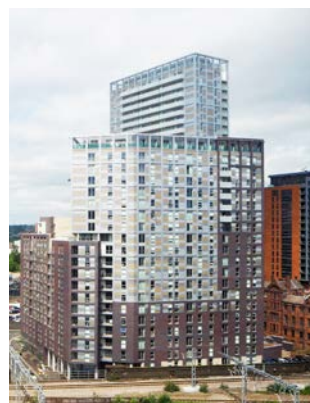
6 Exchange Court
349 apartments
83 basement car park spaces



7 Embankment 101
35,000sqm office space
730sqm retail
640sqm hub
445 car park spaces in podium & basement



8 Embankment West
350 apartments
130 hotel units
750sqm commercial



9 One Greengate
497 apartments
543sqm commercial
248 basement car park spaces



10 City Suites
244 Short term residential apartments
Groundfloor Commercial

3.0 PLANNING AND REGENERATION CONTEXT

PLANNING CONTEXT

- 3.1 This strategy replaces the previously adopted Greengate Regeneration Strategy (March 2014) which in turn had replaced the Exchange Greengate Development Framework (June 2005) and Greengate Planning Guidance (January 2007).
- 3.2 The strategy is consistent with national planning policy, and will help to support the implementation of Salford's development plan, which currently consists of:
- The saved policies of the City of Salford Unitary Development Plan (UDP);
 - The Greater Manchester Joint Waste Development Plan Document; and
 - The Greater Manchester Joint Minerals Development Plan Document.
- 3.3 The strategy will assist in the delivery of saved UDP Policy MX1, which seeks to develop Greengate as a vibrant mixed-use area. The City Council is preparing a new Local Plan, which will eventually replace the saved UDP policies. A draft version of the Local Plan was consulted on between November 2016 and January 2017. The Local Plan has a number of key draft policies that are relevant to Greengate (see Appendix 1 where the relevant policies are reproduced):
- Policy CC1 – City Centre
 - Policy CC2 – Greengate Park
 - Policy HE1 – Heritage Spatial Strategy
- 3.4 The City Council is also working with the other authorities within Greater Manchester to produce a joint plan to manage the supply of land for jobs and new homes across Greater Manchester. The Greater Manchester Spatial Framework (GMSF) will ensure that land is identified to deliver the homes and jobs needed up to 2035, along with identifying the new infrastructure (such as roads, rail, Metrolink and utility networks) required to achieve this. An initial draft plan was consulted on in late 2016/early 2017.
- 3.5 The City Council produces other guidance as part of its planning policy framework for Salford. The Development Framework for Greengate therefore supports and is supported by a number of other documents, which developers should refer to prior to submitting applications for planning permission. These include:
- Draft Supplementary Planning Document: Greenspace Strategy (2017)
 - Supplementary Planning Document: Planning Obligations (June 2015)
 - Planning Guidance: Housing (June 2015)
 - Planning Guidance: Shaping Central Salford's spaces and places public realm handbook (February 2009)
 - Planning Guidance: Irwell City Park (March 2008)
 - Supplementary Planning Document: Design (March 2008)
 - Supplementary Planning Document: Sustainable Design and Construction (March 2008)
 - Supplementary Planning Document: Design and Crime (July 2006)
 - Supplementary Planning Document: Trees and Development (June 2006)

REGENERATION CONTEXT

3.6 The City Council has produced a regeneration strategy and commissioned key evidence base documents that inform how Greengate can significantly contribute to a diverse dynamic economy within Salford alongside a strong residential and cultural offer.

3.7 Further work on economic and cultural evidence has been undertaken by the City Council including:

- City Centre Salford Economic Assessment and Vision (2016)
- Greengate Salford Cultural Ambition (2016)

City Centre Salford Economic Assessment and Vision

3.8 The City Centre Salford Economic Assessment provides a comprehensive analysis of the current city centre economy (covering a wider area that incorporates Greengate). The analysis highlights key messages about City Centre Salford including:

- Economic Performance;
 - The City Centre is regaining its function with opportunities for growth
- Market Confidence
 - Attracting investors in terms of its potential residential offer
 - Larger scale investment taking place
- Development Pipeline
 - Maintaining the momentum created by schemes on site across the City Centre Salford area;
 - Institutional investment is currently strong
 - Key role of public sector through the delivery of infrastructure and providing a supportive framework for continued commercial investment
- Managing Development
 - Ensuring the delivery of residential development is

managed to maintain market confidence in current and planned schemes

- Opportunities for commercial activity considered to be strong in light of economic factors
- Ensuring careful planning and delivery of remaining sites and opportunities

- Area Function

- Ensuring transport infrastructure and public realm are integrated as key elements within the City Centre Salford areas
- Delivering public services to meet the demands of the growing residential population
- Effective management of the significant private rented sector schemes that are emerging

3.9 The Assessment goes on to develop a vision and objectives for the city centre area up to 2040. The overall vision for the entire city centre area is simply stated:

"A distinctive place to live, work and visit, proud to be more Brooklyn than Manhattan, where people and businesses, from near and far, can find the space they need to thrive, prosper, create and connect."

3.10 Five strategic objectives are set out:

- A great place to live
 - To increase the residential offer, with popular neighbourhoods, offering quality choices for the conurbations skilled workforce
- A growing and diverse employment offer
 - To provide value for money and high quality space for both expanding and incoming businesses in business services, technology and digital sectors and creative makers, producers, performance and leisure industries.

- A destination for culture and leisure
 - To develop the culture and leisure offer, building on existing assets, to develop a distinctive lifestyle offer for residents, workers and visitors.
- Conveniently connected
 - To improve the connectivity to and within City Centre Salford, to support a growing workforce and visitor population and provide an attractive and navigable environment.
- Urban lifestyle and outdoor life
 - To provide a distinctive lifestyle through the use of City Centre Salford's most hidden and under-used assets, including the River Irwell, the Meadows and Peel Park, and introduce new open space to create an attractive and functional area.

Greengate Salford Cultural Ambition

- 3.11 The Greengate Salford Cultural Ambition was commissioned by the City Council to explore the question, “What social and cultural activity will define Greengate in the future?”
- 3.12 The study develops its ideas around four themes: magnet, foundry, market and garden. Each theme is defined by a vision of what could happen in Greengate based on the analysis of what is already in existence in Greengate. The table below provides a summary of the key aspects of the study considered under each theme.

THEME	THE VISION
Magnet	There is the potential for a significant new musical focus around the former Collier Street Baths including potential performance spaces within and adjacent to the Baths, tapping into the existing strengths of the Eagle Inn and Blueprint Studios. This could spread out into performance opportunities within other parts of Greengate.
Foundry	Establishing spaces for artists and craft workers throughout Greengate.
Market	Linking into the Foundry concept by promoting the commercial opportunities for artists and craft workers to sell their work in various spaces around Greengate.
Garden	Greengate Square has already delivered a new open space and the opportunity for additional open space was identified in the previous Greengate Regeneration Framework. The study suggest potential projects including urban planting/ growing festival engaging with people to explore how they can contribute to green spaces in the area; possibility of a Salford “beachfront”; and establishing other potential greenspace enhancements.

4.0 OPPORTUNITIES AND CONSTRAINTS

- 4.1 There are a number of key opportunities and constraints which will be critical to the successful redevelopment of the Greengate area.

OPPORTUNITIES

- 4.2 Greengate contains the various elements already considered in the five strategic objectives of the City Centre Salford Economic Assessment (see Section 3).

- It is conveniently connected with the central location of Greengate providing a key opportunity for the area and its continued development. It forms part of the regional centre in close proximity to other areas undergoing significant redevelopment

including NOMA focussed around land and buildings owned by the Co-Operative Group; Victoria Station; and areas that have already been regenerated such as the Medieval Quarter and the Corn Exchange.



Opportunities



- It will provide the mix of urban lifestyle and outdoor life through quality residential development surrounded by public open spaces and the connections to the River Irwell.
- The river Irwell flows through the area and provides opportunities to enable more to be made of potential river frontages linking into the on-going development of the Irwell River Park project.
- The development of Greengate Square, which opened in 2013, has provided the area with a significant element of additional public realm. Its location in close proximity to Manchester Cathedral draws people into the Greengate area. The intention of developing a further significant area of public open space on the northern side of the railway viaduct will draw people further into the cultural, residential and workspaces offer that Greengate already possesses and with further development, will facilitate and complement growth.
- It already provides a destination for culture and leisure. There are established venues such as the Eagle Inn which provides a mix of a traditional pub and music venue and Blueprint Studios which has a well-established international reputation in the recording industry. The vision in the Greengate Salford Cultural Ambition seeks to build on that current offer.
- Recent commercial development at 101 Embankment brings in significant new employment opportunities.

- All of the four elements above combine to then deliver the great place to live that Greengate is becoming and will be further strengthened by planned developments and the delivery of a significant additional public realm.

4.3 Beyond the objectives listed above, there are significant historical buildings and structures within Greengate which provide a connection to the area's past whilst in some cases presenting opportunities for new uses:

- the former Collier Street Baths (Grade 2*);
- the former Police Station at 62 Chapel Street (Grade 2);
- the Eagle Inn, Collier Street (Grade 2);
- Victoria Bridge (Grade 2)
- The railway viaduct façade at Greengate/ Chapel Street (Grade 2); and
- 52 – 60 Chapel Street (Local Interest Grade C)
- Manchester Tennis and Racquet Club (Grade 2*)
- Former Manchester Swimming Baths (Grade 2)
- 29 (Former Sacred Trinity Schools) Blackfriars Road (locally listed)



Greengate Square



CONSTRAINTS

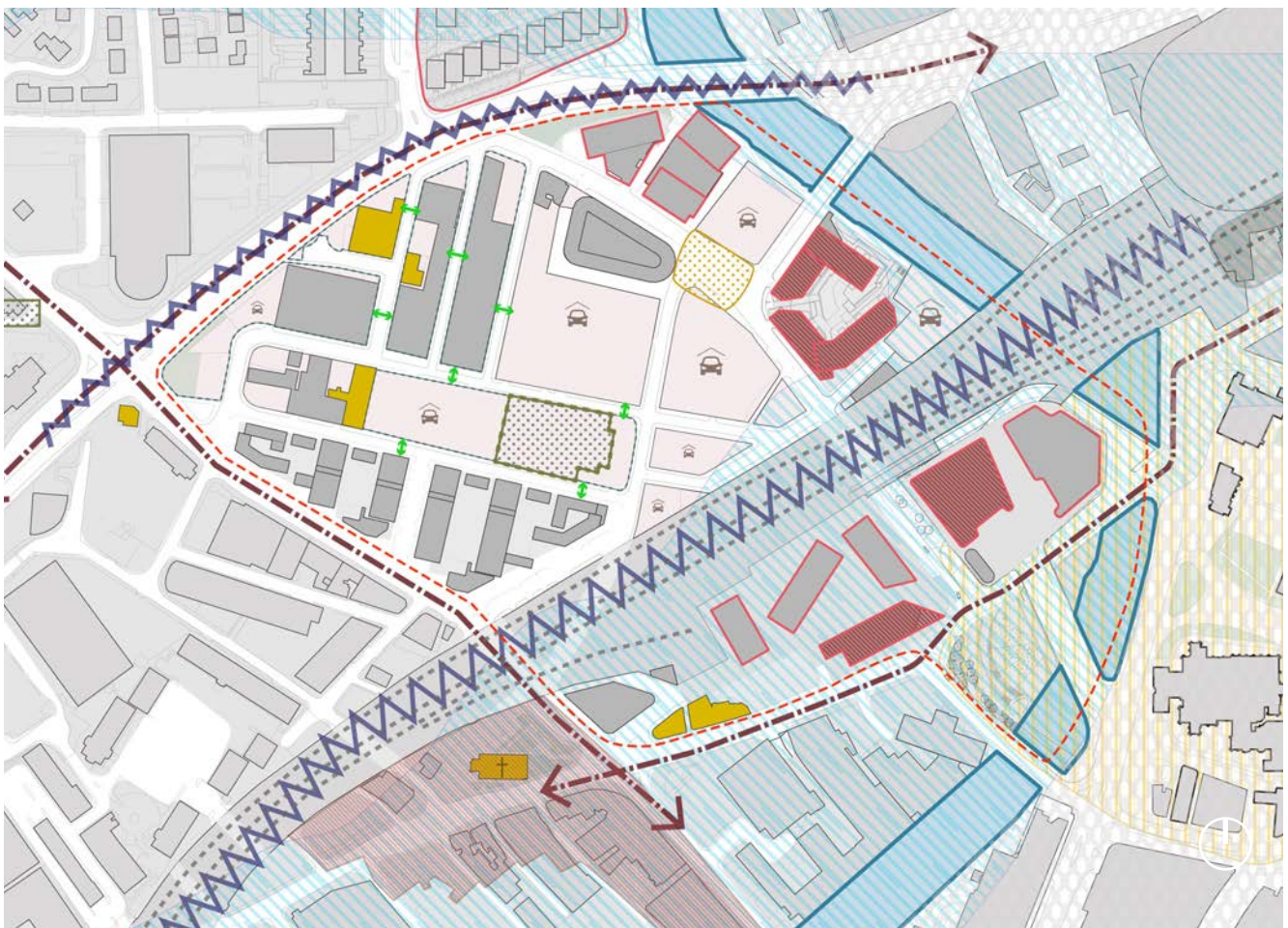
- 4.4 The physical characteristics of the area present the main constraints including the severance within the area caused by the River Irwell and the railway viaduct. Recent changes within Greengate, with respect to the railway viaduct including the removal of sections, has reduced this particular aspect of constraint compared to the situation considered in the previous regeneration framework in 2014.
- 4.5 The burial ground identified on the diagram must be maintained and requires careful consideration as to what use the land can be put to.
- 4.6 Parts of the existing highways and footways within the Greengate area are narrow and therefore require careful thought as to how new development will be delivered to ensure any associated traffic and pedestrian movements can be successfully managed. The northern part of the site is bounded by Trinity Way which acts as a barrier between Greengate and neighbouring areas in Salford. The Movement

and Access section of this strategy provides further details on these matters.

- 4.7 Land ownership within the area is fragmented and this presents some challenges to land assembly for aspects of the strategy.
- 4.8 Lastly, parts of Greengate lie within the floodplain of the River Irwell. There will be a need for detailed assessment of the risks associated with future proposals where they are within the floodplain areas. Mitigation measures such as setting floor levels may have an impact on design and appearance.”



Constraints



5.0 VISION AND STRATEGY

5.1 The Vision of the Strategy is to deliver a dynamic residential and commercial place with an exceptional public realm. Greengate will be a focus of cultural activity for both residents and visitors alike, building on the current strong brands within the area and developing new exciting opportunities. The area will witness the regeneration of important historical aspects of the Collier Street Baths and the Market Cross. The delivery of Greengate Boulevard will provide a new key route linking Collier Street to the Market Cross and Greengate Park onwards to Greengate Square.

5.2 The regeneration of Greengate will respond to the objectives set out in the City Centre Salford Economic Assessment to deliver a place that is a:

- A great place to live
- A growing and diverse employment offer
- A destination for culture and leisure
- Is conveniently connected
- Provides a blend of urban lifestyle and outdoor life

5.3 It is clear that a refreshed strategy is timely with the renewed development activity that is taking place in Greengate. There are clear differences now in terms of the physical area and the economic climate since the original framework was conceived in 2005 when there was little development activity on the ground; and the subsequent revised guidance in 2014 which was responding to the poor economic climate of the time.

5.4 The 2014 framework identified that the area would be characterised by outstanding architecture, high quality public spaces, urban art and a distinctive waterside frontage. This still holds true for how Greengate is developing and will continue to develop. Of particular importance within the area will be the delivery of further high quality public spaces to capitalise on the existing Greengate Square; and the cultural offer that builds on the existing strong brands of the Eagle Inn and Blueprint Studios; and the restoration and redevelopment possibilities for

the Collier Street Baths.

There are a number of other broad key elements that are critical to the success of this strategy:

- Continuing to deliver a mix of uses, including new homes, workplaces, cultural opportunities, retailing and leisure and ensuring ground floor uses contribute to active frontages;
- Securing a high density of development appropriate to the area's central location, helping to provide a vibrant atmosphere;
- Respecting and taking full advantage of the area's historic significance and heritage assets, including the historic market cross area, river frontage, viaducts and historic street pattern to create a distinctive and attractive area; and
- Increasing the proportion of trips made by public transport, by cycling and on foot and to reduce the proportion made by car.

5.5 The strategy, which is set out in more detail in sections six to eight, looks to guide forthcoming development particularly within the central part of Greengate. The delivery of further new development in Greengate will provide opportunities to deliver a new enhanced boulevard at Greengate itself whilst retaining the historic street pattern and delivering a new focus for the historic market place – section six sets out in more detail the movement and access strategy.






5.6 The central area of Greengate will soon be the focus on development activity. There will be further development opportunities elsewhere within the Greengate area. The strategy sets out the parameters in section seven as to how development is envisaged to take place with particular regard to the mix and scale of potential proposals.

- 5.7 In terms of public open space and heritage, section eight provides further detailed guidance. The development of Greengate Square, completed in 2013, marked a key point in linking the Greengate area to the Cathedral Quarter in the Regional Centre. The next step is to deliver a further significant open space area within Greengate primarily within the central part of the area. There are additional opportunities with respect to the historic market place and adjacent to the former Collier Street Baths.
- 5.8 The work undertaken on the Greengate Salford Cultural Ambition noted previously identifies the opportunities to work with the existing cultural and arts offer. This is the time to expand that offer as new possibilities are presented by the delivery of additional significant open space; and in the potential for the restoration and redevelopment of the former Collier Street Baths.

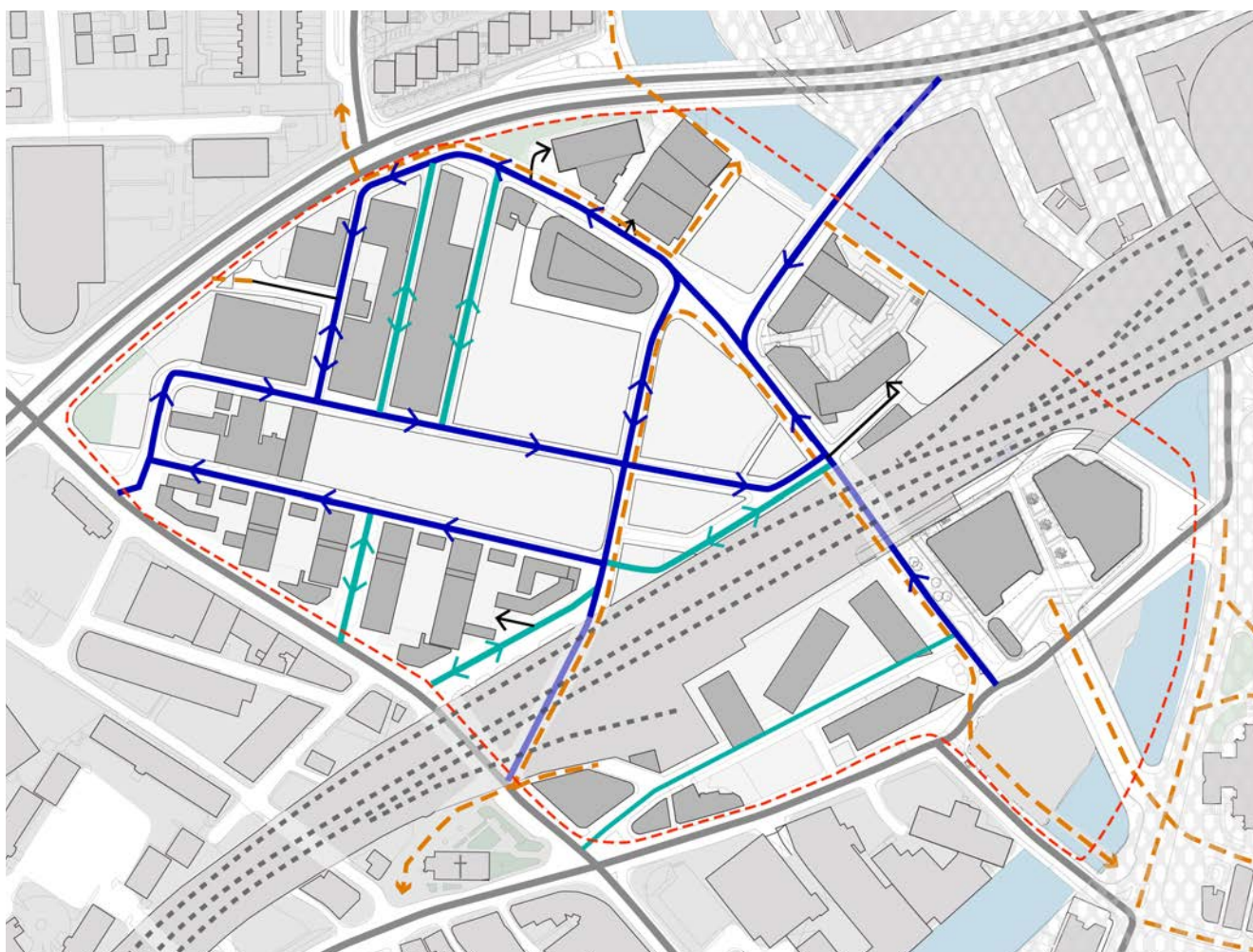
6.0 ACCESS & MOVEMENT

6.1 The overriding priority of this strategy is to encourage sustainable travel. The mix and density of uses proposed at Greengate have been carefully considered in order to promote and help achieve this priority.

However, it is recognised that Greengate will continue to be accessed via a range of travel options and this strategy needs to cater for these too. The plan on page 22 sets out the key pedestrian routes, access improvements and access proposals.

-  One-way Primary Routes
-  Two-way Primary Routes
-  Two-way Secondary Routes
-  Principal Pedestrian / Cycle Routes
-  Existing Carparking Access

Existing Movement & Transport



Walking and cycling

Sustainable travel will be encouraged and promoted in order to create a vibrant but sustainable new neighbourhood. Whilst the strategy respects the existing street pattern, both of the historic Greengate triangle and also the neighbouring Victorian street grid, pedestrian and cycle friendly streets will be created.

- 6.2 The River Irwell is both a key asset and a key barrier to accessing the Greengate area. The new pedestrian footbridge delivered as part of Greengate Square has re-connected the historic cores of Salford and Manchester and greatly improved the permeability of Greengate. A critical project to promoting walking and cycling in the area is Irwell River Park, which aims to enhance the pedestrian and cycle route along the river edge.

Due to technical and structural issues with following the course of the river in this area, Irwell River Park will deviate from the river in Greengate to pass through Greengate Square and then follow the route of Greengate and reconnect with the river across the other side of Trinity Way (by crossing underneath Trinity Way and via a new enhanced pedestrian crossing). Nevertheless, developments will be expected to open up public access along the river.

Key principles:

- The delivery of Greengate Boulevard.
- The pedestrian environment on Greengate's main streets will be improved whilst allowing for necessary delivery traffic and on street loading where appropriate.
- Where feasible, developments should seek to open up west-east routes to the river to reconnect it into the main body of Greengate.
- Developments along the river will open up public access along it through the provision of a four metre wide walkway integrated with neighbouring sites.

- Developments alongside the river should seek to promote ecological and biodiversity improvements in line with its wildlife corridor status.
- Improve pedestrian amenity and connectivity to the regional centre and transport interchanges through the provision of wide routes with dropped crossings with tactile paving and where appropriate formal crossing facilities.
- Improve cycle parking, routes and connectivity along the principles of quiet streets to the regional centre and the cycle network within Salford.

Public transport

- 6.3 Greengate is very well placed for public transport provision. A major objective of this strategy is to encourage a switch to public transport to reduce the impact of the car. Links to the train and tram network at Manchester Victoria Station will be promoted via signage and further enhancements to bus routes and infrastructure are strongly supported by this strategy.

Key principles:

- Buses will continue to form the backbone of public transport connections between central Manchester and Blackfriars Road corridor
- The Greengate area should be developed to facilitate future shuttle bus services
- Manchester Victoria Station, just to the east of the area, is a key transport hub for Greengate and links to this should be enhanced

Car parking and servicing






6.4 Greengate is a highly accessible location where existing and future residents benefit from high quality walking, cycling and public transport connections to a range of opportunities. Parking provision as part of new development will therefore be limited to reflect and promote these connections.

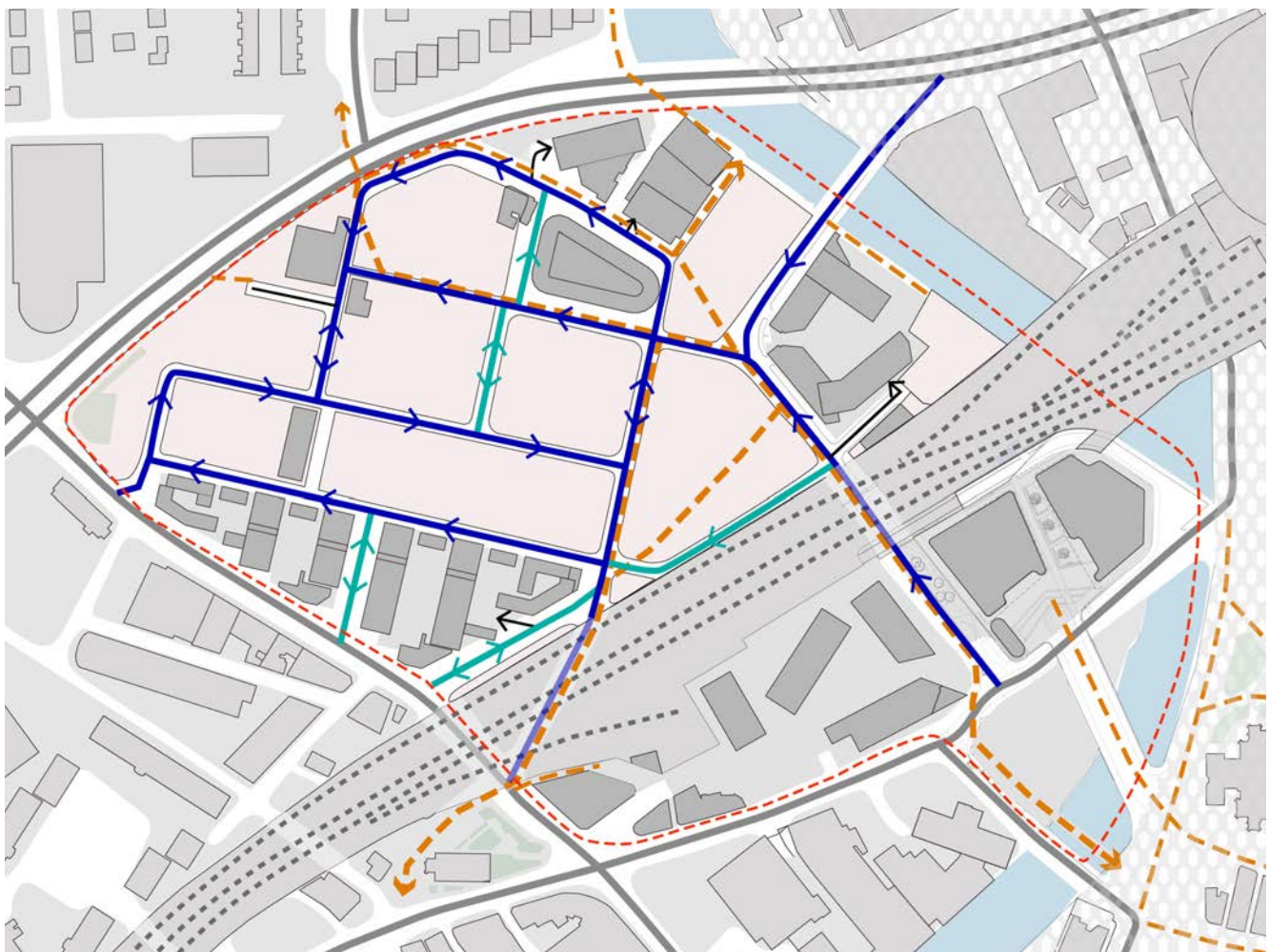
Key principles:

- Greengate is a highly accessible location where existing and future residents benefit from high quality walking, cycling and public transport connections to a range of opportunities. Parking provision as part of new development will therefore be limited to reflect and promote these connections.
- Within mixed use schemes developers will be required to investigate the provision of shared parking facilities that further reduce the need for space.

- Servicing to non-residential uses should be provided off street within the development, for example through shared surface areas.
- Provision of some short term on-street parking for visitors and businesses
- The Greengate area should include spaces for car clubs and electric car charging points.

Proposed Movement and Access

-  One-way Primary Routes
-  Two-way Primary Routes
-  Two-way Secondary Routes
-  Principal Pedestrian / Cycle Routes
-  Existing Carparking Access



7.0 MIX AND SCALE

7.1 The original development framework was evolved at a time when higher density mixed use residentially led development was relatively new to city centres in the UK. Some 15 years later this type of development is now commonplace and in the city centres of Salford and Manchester continues to increase at a pace that was difficult to envisage previously. The key tenets of the original framework remain and have been reinforced as the wider scheme has begun to emerge over recent years.

7.2 The urban realm network has been delivered in part, the modal shift towards public transport is reflected in the improvements at Salford Central and Manchester Victoria Stations and the demand for city centre living has encouraged inward investment on a grand scale. This latest iteration of the Greengate Framework has evolved to pick up the key objectives outlined by the City Centre Salford Economic Assessment and the Greengate Salford Cultural Ambition.

7.3 The mix and scale of proposals for the framework are intended to create a range of development scale that address both the immediate context of the Greengate area and the wider cityscape as well.

A number of key elements have been established that ensure the framework will steer future proposals for the mix and scale of development within Greengate.

- Creating a variety of height and scale across the site
- Ensuring the delivery of a mix of uses at ground floor levels in key areas within Greengate to ensure active frontages are secured to create a dynamic street scene.
- The establishment of a key new boulevard for Greengate linking the significant public realm envisaged in the southern part of Greengate flowing through the Market Cross area and on to the cultural opportunities in the northern part of Greengate around Collier Street.
- Responding to the heritage assets and historic context of the area
- Addressing and enhancing the new public realm network

- Locating the higher densities close to transport hubs and adjacent to arterial routes
- Positioning the tallest elements in relation to the broader city skyline as well as in relation to key public spaces and routes
- Creating a high quality urban fabric that addresses issues of sunlight/daylight, overlooking/proximity, views, acoustic, wind and microclimate challenges.

7.4 The framework establishes three zones within Greengate which provide the key areas of focus for the next stages of development activity:

- ① Collier Street Magnet
- ② Central Greengate
- ③ Greengate Riverside

3 Zones within Greengate



Proposed Public Space



COLLIER STREET MAGNET

7.5 This is focussed around Collier Street and the key opportunities provided by the former baths and building on the success of the Eagle Inn. The main elements that need to be taken into account in bringing forward development within this area include:

- Considering the opportunities outlined in the Greengate Salford Cultural Ambition to create the “Magnet” within the Collier Street area that draws activity along Greengate Boulevard.
- Creating a shift between historic scale and larger scale development noting the advice available from Historic England with respect to Tall Buildings and the Setting of Heritage Assets Guidance (see further reading).

- Creating a lower rise scale that can inform smaller scale and more intimate public realm and spaces.
- Enhancing the existing creative community and establishing a scale of development where it can thrive.

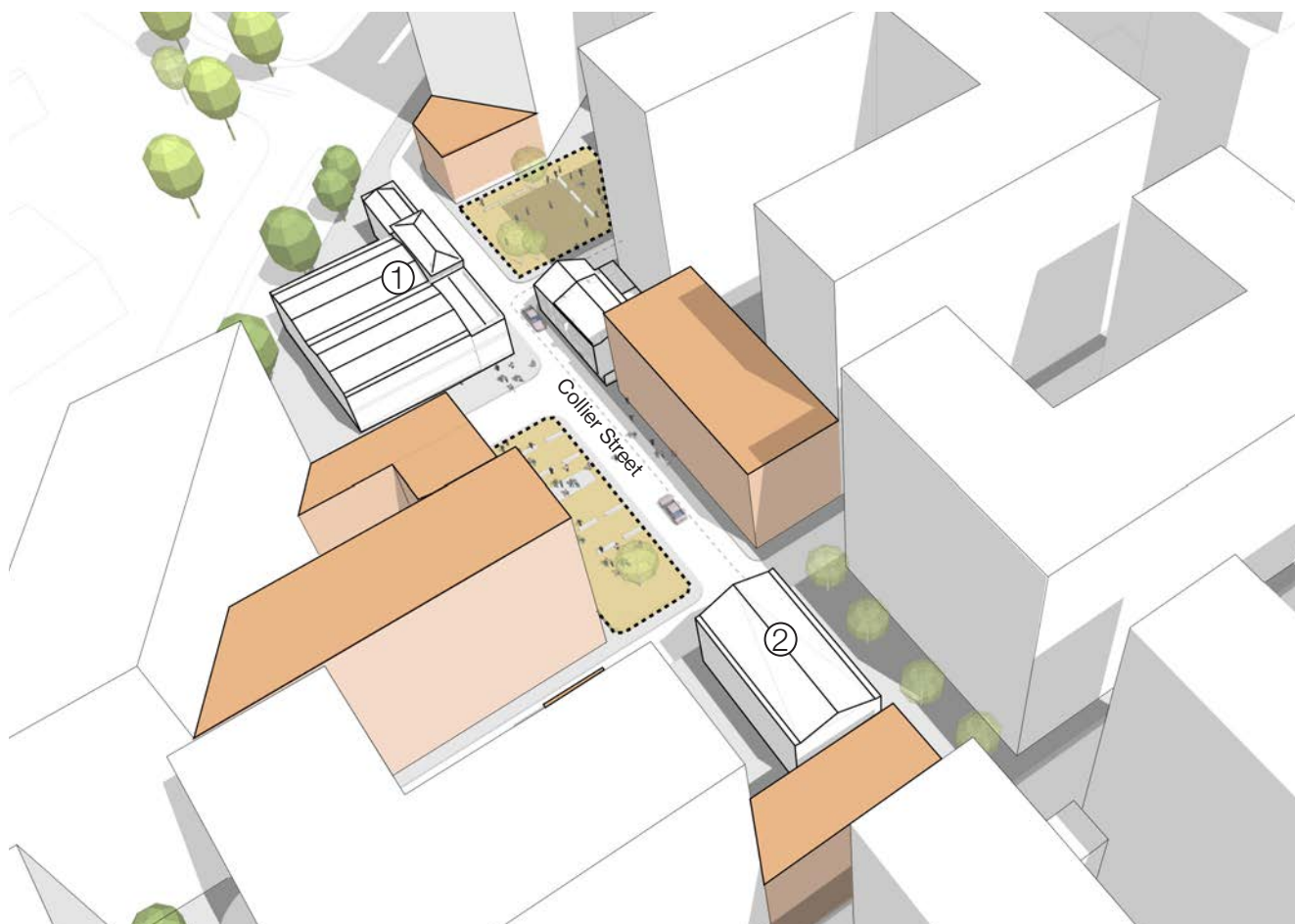


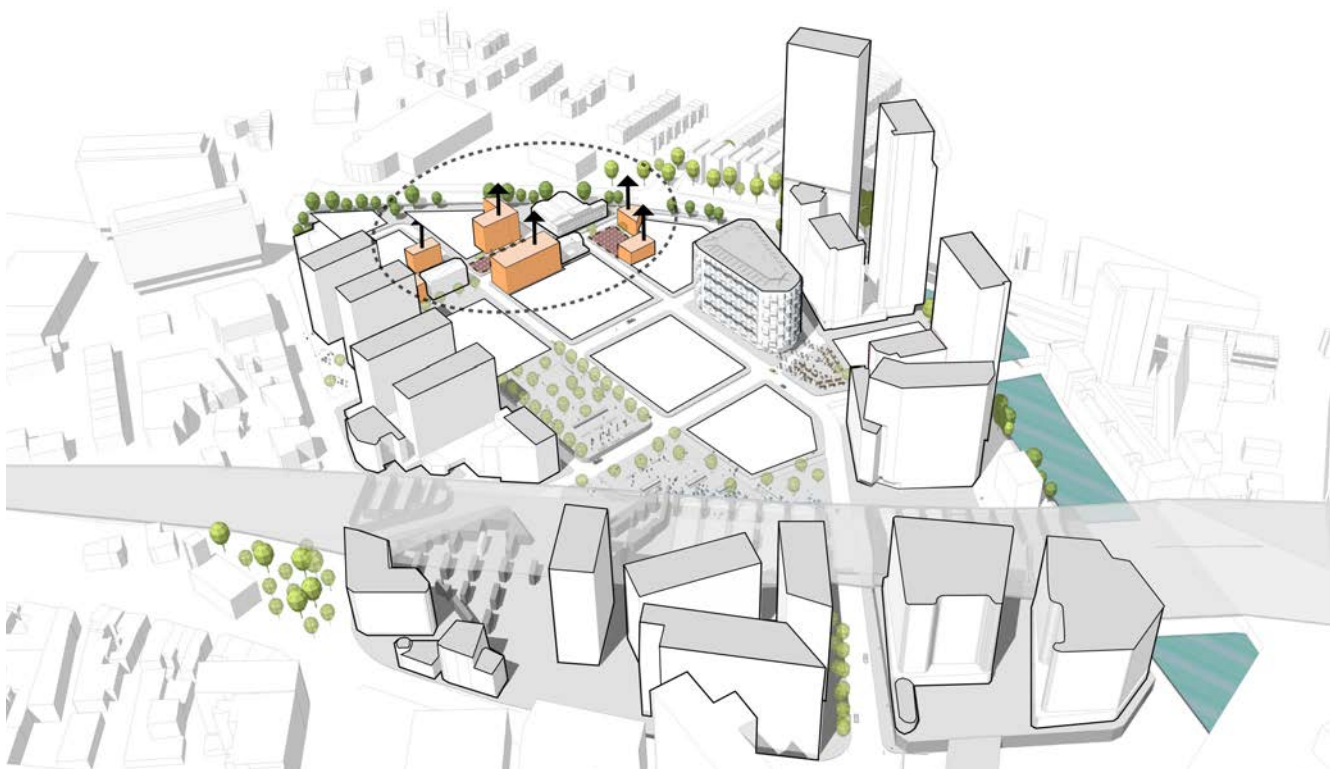
① Grade II* listed Collier Public Baths



② Blueprint Studios

Low rise elements around Collier Street





Low rise elements around Collier Street



- River Irwell
- Low rise blocks
- Public space

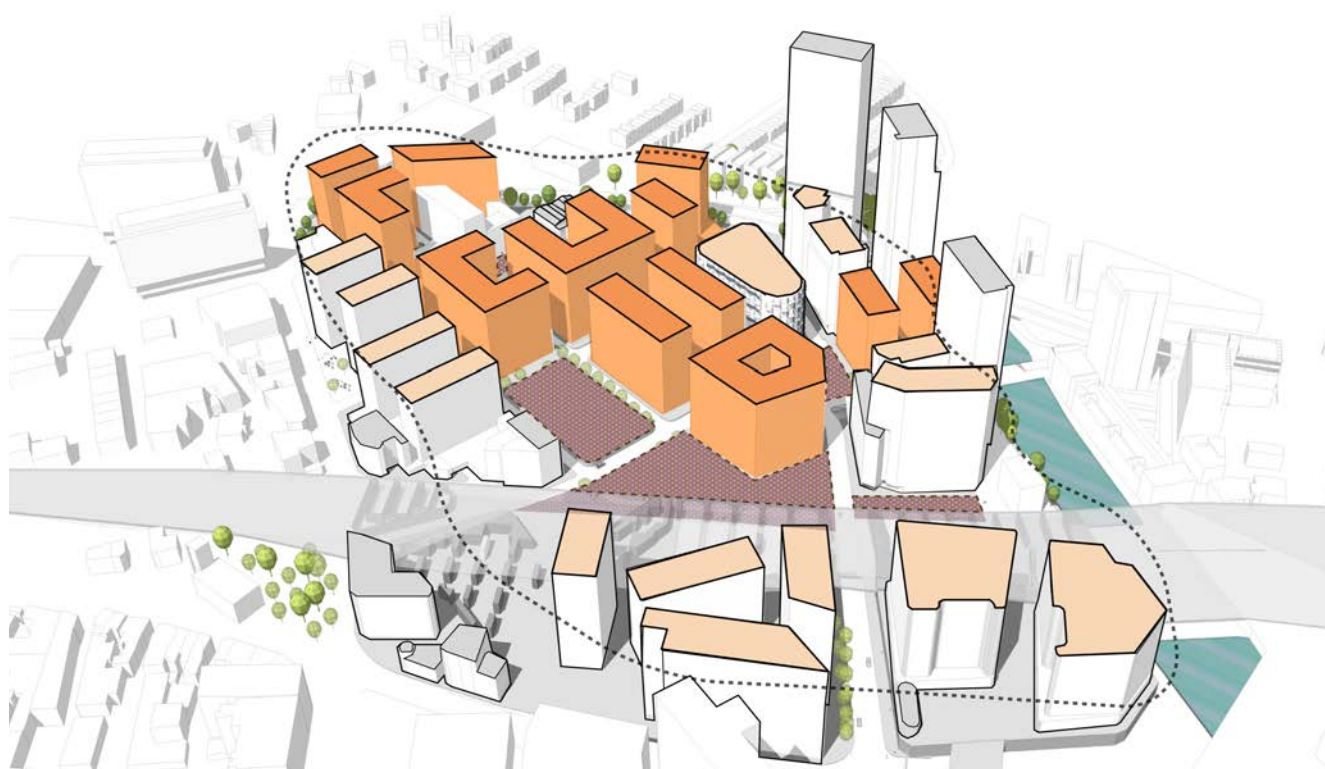
CENTRAL GREENGATE

7.6 Central Greengate will encompass an area where it is expected that the next stage of significant development will take place. The general approach advocated within this part of Greengate is predominantly medium rise buildings establishing a central mass of development for the site which graduates from the Collier Street area through to Greengate Riverside.

The main elements that need to be taken into account in bringing forward development within this area include:

- Ensuring the delivery of ground floor areas consisting of mixed uses (retail and leisure spaces with opportunities for further development of arts and crafts spaces) with a particular focus on Greengate Boulevard.
- The delivery of significant public realm focussed on a new Greengate Park consisting of two key components – adjacent to the railway arches; and an area encompassing the burial ground land.
- Ensuring new developments deliver active frontages, particularly where they face the proposed public realm focussed on Greengate Park and the Market Cross.
- Providing opportunities for new uses within the railway arches.
- The nature of the urban grid allows for the development of a series of courtyard blocks either as podium or at grade.

The delivery of development within this area will need to pay heed to the advice available from Historic England with respect to Tall Buildings and the Setting of Heritage Assets Guidance (see further reading)."





Mid rise elements



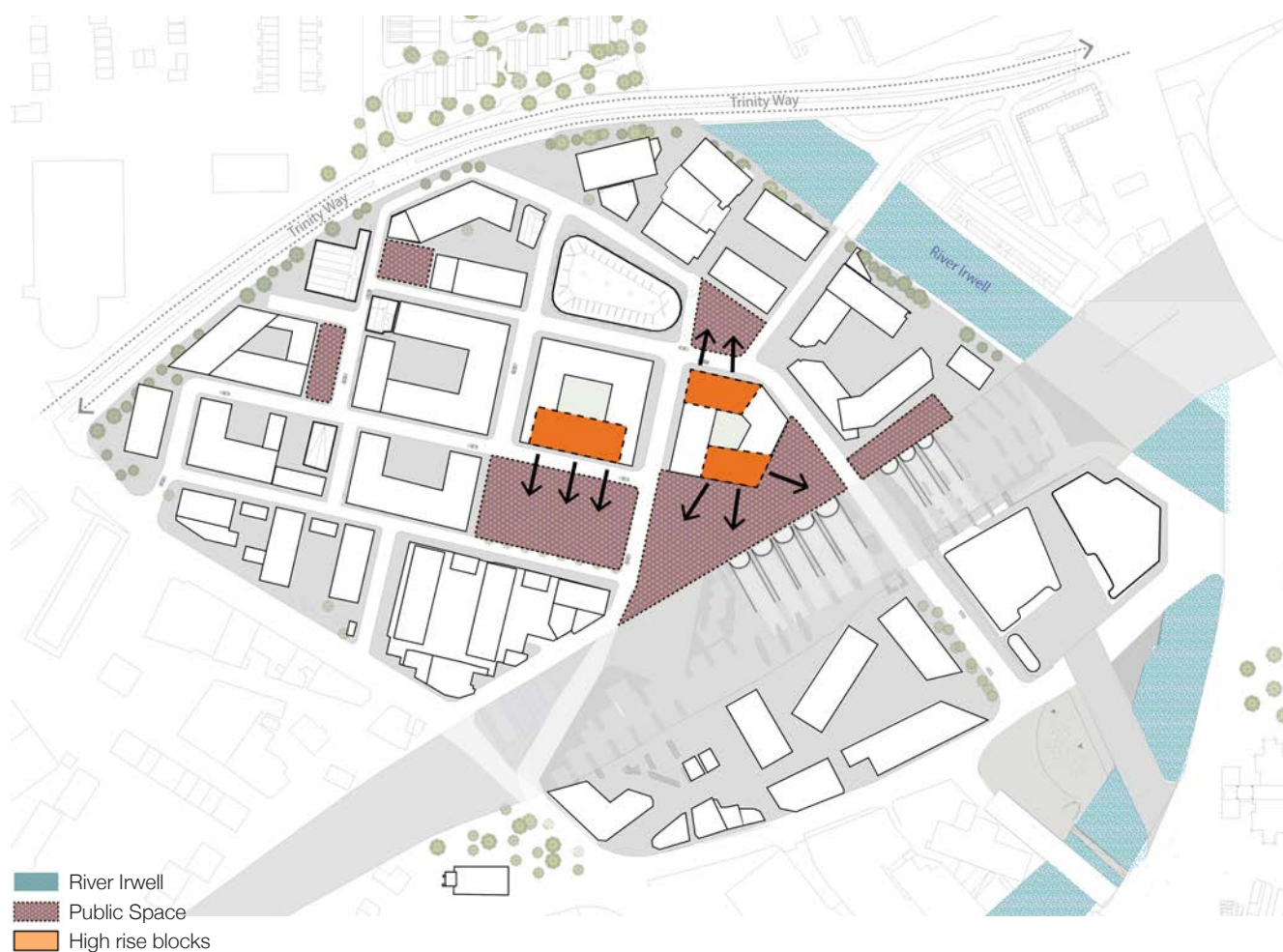
7.7 The framework advocates a predominantly medium rise of development within this area. However, it is acknowledged that the delivery of high quality public spaces will provide opportunities for increased scale. Whilst paragraph 9.3 of this guidance advocates the use of CPO, the preference for the City Council is for individual developments to bring about the delivery of key areas of public spaces. Therefore, regard will be had during consideration of individual planning applications where increased scale is proposed to the programme of delivery for the adjoining public realm.

Where key aspects of public realm has not been confirmed individual planning applications will be expected to demonstrate how the proposal fits with the framework and vision for Greengate together with all appropriate policies of Salford's development plan.

-  Potential additional height
-  Addressing the public realm



Opportunity for higher rise buildings



GREENGATE RIVERSIDE

7.8 The area adjacent to the River Irwell and heading towards Trinity Way is already witnessing higher rise developments meeting the vision and approach set out in previous iterations of the Development Framework. The main elements that need to be taken into account in bringing forward development within this area include:

- Ensuring new developments deliver active frontages to address the proposed public realm at the Market Cross and along the river frontage.
- Ensuring a carefully designed interface between this area and the lower rise elements within the Collier Street area to address the public open space envisaged in that area; and assist in the delivery of the regeneration of the Collier Street Baths.
- Considering the need for a balance in terms of taller high rise buildings with elements that are lower rise to avoid a uniform wall effect on the boundary with the River Irwell and Trinity Way.



1. Norton Court



2. Exchange Court



3. One Greengate



High rise elements addressing infrastructure



8.0 PUBLIC REALM AND HERITAGE

- 8.1 The Vision of the Strategy is to deliver a dynamic residential and commercial place with an exceptional public realm. With respect to public realm, the approach for the framework seeks to re-establish the street pattern of historic Salford.

The key streets of Greengate, Gravel Lane and Chapel Street have been identified as the key symbolic routes in the sites future condition. To the north of this historic triangle the gridded street pattern represents the significant growth of the Victorian era and is the location for the sites remaining heritage assets.

The intention of the public realm proposals is to retain and enhance this street network and to create new streets and spaces to complement the existing and combine new and old into a seamless network.

- 8.2 The first phase of the public realm is in place with the delivery of Greengate Square. This major element has created one of the principal spaces of the development and established a new setting for the heritage assets around Cathedral Approach, Victoria Bridge Street and the Cathedral itself. The removal of elements of the viaduct has not only reduced severance between the two parts of the site but has revealed the listed section of the viaduct and enhanced its significance and setting.

- 8.3 To the north the key heritage assets on the site are focused around Collier Street and the listed Baths. These significant structures form a focus for the historic legacy and its continued cultural and working life. The aim of the public realm and historic fabric strategy, in combination with the broader cultural strategy, is to integrate these elements into the future development and provide an appropriate setting and scale around them.

Existing Greengate Square



8.4 In the wider area between Collier Street and the Greengate Triangle the historic street grid presents the opportunity to work primarily within existing ownerships to deliver an enhanced streetscape of tight urban blocks that are complemented by a sequence of new spaces that vary from a grand square to the south to more intimate scale spaces to the north.

These spaces will deliver for the regional centre as a whole as well as those relating directly to the Greengate community. A variety of scale of spaces will also be reflected in a variety of types of spaces from harder more urban character to softer and greener spaces as well as those relating directly to the heritage context.

8.5 A range of spaces and streets will be formed. These will include:

- ① Greengate Park
- ② Greengate Boulevard
- ③ The Market Cross
- ④ Collier Street

Proposed Public Realm



Greengate Park

- 8.6 This represents the main element of public open space. It forms both a gateway function as well as a space to escape and an important break in the urban fabric. The space consists of two separate elements (adjacent to the railway and the burial ground) that although separated by a road will need to read together.

It is envisioned that the space will be predominantly an attractive green space with trees and bio diverse planting areas. Active edges with spill out spaces, utilising railway arches and new ground floors, will bring life and vitality to the park throughout the day and into the evening.

The main elements that need to be taken account include:

- Designing a space that provides a complementary aspect to Greengate Square drawing in visitors from the wider Regional Centre.
- Delivering a high quality open space with active frontages from any proposed developments on its boundaries and the railway arches.
- Predominantly soft landscaping with a variety of routes through and across the space. The park should promote biodiversity whilst also delivering flexibility for a variety of events, that could link to the cultural dynamic of Greengate.
- Creating a cohesive approach to the separate sites.
- Ensuring safety, surveillance and security.

Greengate Boulevard

- 8.7 Greengate Boulevard will be the key new street across the whole Greengate site. Cutting across the predominantly east west oriented historic grain the boulevard will link the former Collier Street Baths through to the Market Cross. The main elements that need to be taken into account in bringing forward Greengate Boulevard include:

- Ensuring the developments that frame the street deliver a mix of uses at ground floor level and deliver active frontages to create a dynamic vibrancy to the street.

- The new street should be civic in character with consistent frontages framing the Bath House façade.
- The street should be brought forward as a singular design strategy that can be delivered in phases.

Market Cross

- 8.8 The Market Cross represents the historic centre of Medieval Salford. Located at the junction of Greengate and Gravel Lane. Historically it contained the Court House and Market Cross. The main elements that need to be taken into account in bringing forward the Market Cross include:

- The proposed new space will need to reflect as closely as possible the location of the historic location whilst also responding to contemporary constraints of highways and contemporary building plots.
- The space is proposed as a pedestrian only space which will sit on the current route of Greengate itself. The space will be predominantly a hard landscaped space and will encourage active uses around its edges.
- The space will include a modern interpretation of a Market Cross, and there is a potential to incorporate a contemporary interpretation of the Court House given space. New proposals should incorporate a strong heritage component.

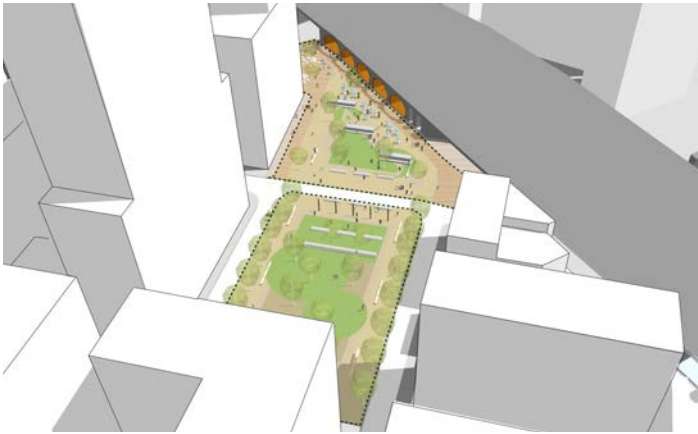
Collier Street

- 8.9 Collier Street is the centre of the remaining heritage assets on the north of the Greengate site. The listed status of the Bath House as well as the Eagle Pub is supplemented by the locally listed status of the Blueprint Studios offers the potential to create a unique and characterful focus to this area of Greengate.

The urban grain has historically contained these buildings within a network of tight streets while development sites to the west and east both have the potential to deliver new public space that will dramatically change the setting of these buildings.

This can be brought forward as a new space directly fronting the Baths or as a linear space connecting the Baths, Eagle Arms and Studios along Collier Street itself.

Greengate Park



Market Cross



Collier Street



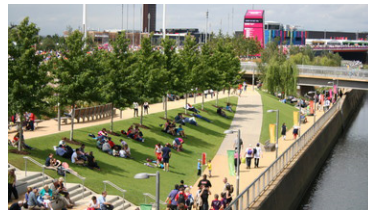
Precedents



Maltby Street Market (Ropewalk), London



Battersea Exchange, London



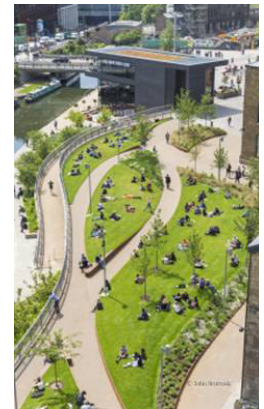
Queen Elizabeth Olympic Park, London



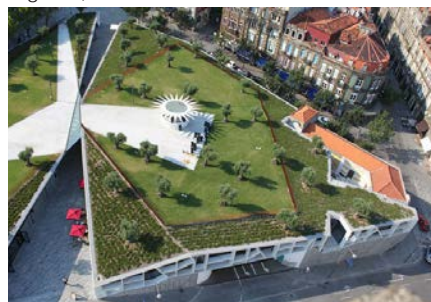
Central Wharf Plaza, Boston



Highline, New York



Handyside Gardens, Kings Cross



Parca de Lisboa, Porto



9.0 IMPLEMENTATION

Phasing

- 9.1 The increasing pace of development activity in Greengate is likely to see a significant level of additional development delivered over the next five to ten years covering the bulk of remaining available land in the area. It will be important that all partners; landowners, developers, stakeholders and local residents work together collaboratively to ensure its successful delivery.

The phasing of development will ultimately be led by the private sector and will therefore be subject to developers bringing schemes forward. Much of the activity inevitably will focus within the central part of the area where proposals are emerging.

- 9.2 The council's role with regards to implementing the strategy will be to:
- Encourage, influence and provide guidance to developers interested in Greengate.
 - Facilitate meetings between landowners and developers looking to invest in Greengate.
 - Ensure the principles of this strategy, and of the City Council's development plan, are given appropriate weight in the development management process.
 - Facilitate the delivery of further major public realm enhancements as set out in section eight.

Land assembly

- 9.3 Whilst the council does not anticipate large scale use of compulsory purchase powers, given the historic nature of land ownership in the area some parties are likely to be only interested in retaining existing income streams from temporary / low quality uses.

Selective use of CPO powers may therefore be justified for specific prioritised development and infrastructure activities and to give certainty to the development process.

Delivery of Public Realm, Heritage & other key Infrastructure

- 9.4 It is expected that developers and land owners of the remaining development sites within Greengate will play an integral role in delivering the key elements of public realm, heritage and other key infrastructure set out in sections 6 and 8 of this document. This will require close working with the City Council to agree the scope and nature of that delivery.

Section 106 contributions

- 9.5 It is likely that different components of the site will be brought forward by different developers; therefore the best opportunity for securing contributions towards these infrastructure costs will be through Section 106 of the Town and Country Planning Act 1990.

All developments that are brought forward within Greengate will therefore be required to contribute proportionately to the cost of public realm and public transport provision. This will be necessary to deliver the exceptional design quality and unique environment envisioned within this strategy and to help achieve the major objective of encouraging a switch from the use of private to public transport.

- 9.6 The scale of contributions expected will form part of pre-application discussions with respect to new proposals.

Public sector funding requirements

- 9.7 Whilst the private sector will fund the majority of the anticipated investment in Greengate over the next ten years, and Section 106 will contribute to some of the proposed infrastructure improvements, there will still be a substantial public sector funding requirement to deliver all of the proposed interventions.

The ongoing commitment of Salford City Council, the Greater Manchester Investment Fund and other external funders will therefore be imperative to the successful delivery of this strategy.

APPENDIX A

UNITARY DEVELOPMENT PLAN POLICIES

i. Strategic Policies:

- ST1 – Sustainable Urban Neighbourhoods
- ST3 – Employment Supply
- ST4 – Key Tourism Areas
- ST5 – Transport Networks
- ST7 – Mixed Use Development
- ST12 – Development Density
- ST14 – Global Environment
- ST15 – Historic Environment

ii. Mixed Use Development:

- MX1 – Development in Mixed Use Areas
- MX2 – Chapel Street Frontage

iii. Design:

- DES1 – Respecting Context
- DES2 – Circulation and Movement
- DES3 – Design of Public Space
- DES4 – Relationship of Development to Public Space
- DES5 – Tall Buildings
- DES6 – Waterside Development
- DES7 – Amenity of Users and Neighbours
- DES9 – Landscaping
- DES10 – Design and Crime

iv. Housing:

- H1 – Provision of New Housing Development
- H4 – Affordable Housing
- H8 – Open Space Provision associated with New Housing Development

v. Employment and the Economy:

- E3 – Knowledge Capital

vi. Accessibility:

- A2 – Cyclists, Pedestrians and the Disabled
- A5 – Buses
- A6 – Taxis
- A8 – Impact of Development on the Highways Network
- A10 – Provision of Car, Cycle and Motorcycle Parking in New Developments

vii. Environmental Protection and Improvement:

- EN22 – Resource Conservation
- EN23 – Environmental Improvement Corridors

viii. The City's Heritage:

- CH2 – Development affecting the setting of a Listed Building
- CH3 – Works within Conservation Areas
- CH4 – Demolition of Buildings within Conservation Areas
- CH5 – Archaeology and Ancient Monuments
- CH8 – Local List of Buildings, Structures and Features of Architectural, Archaeological or Historic Interest

ix. Recreation:

- R7 – Recreational Use of Waterways

x. Development:

- DEV5 – Planning Conditions and Obligations
- DEV7 – Protection of Aviation Safety at Manchester Airport

APPENDIX B

SALFORD CITY COUNCIL - LOCAL PLAN POLICIES

Salford - Draft Local Plan (2016)

Policy CC1 – City Centre (extract)

“...Greengate – The medieval heart of Salford, the area is now emerging as a new mixed-use neighbourhood distinguished by high quality public realm stretching through it and connecting it across the river to Manchester. Key elements of Greengate’s future development will include a new park (allocated in Policy CC2), a new boulevard fronted by active ground floor uses providing a direct physical connection between the historic Greengate highway and the grade II* listed Collier Street Baths, further high density housing, and re-invigorated heritage assets...”

5. Provide a broad range of functions, including being capable of holding events and bringing nature into the City Centre.

Built development will be permitted on a small part of the allocation in order to provide enclosure, interest and activity to ensure that the park is a successful and well-used space.

Any such development must be consistent with the above design requirements of the park, including providing a very high quality of design that reflects the prominent location, securing active frontages to the park, and avoiding blocking sunlight to the park or breaking up the flow of the space and its integration with surrounding public realm.”

Policy CC2 – Greengate Park (Full Policy)

“A major new green space will be provided at the heart of the Greengate area. This park will be of sufficient scale to fulfil a wide variety of functions, meeting the needs of those living and working in the area, and drawing in visitors to support local businesses and cultural activity. The park will be designed to:

1. Respond to the rich heritage of the area, including the historic routes of Greengate and Gravel Lane, and the former locations of the medieval square, Greengate Cross, market hall and medieval courthouse;
2. Benefit from maximum levels of sunlight;
3. Generate activity and interest, including through the use of the railway arches and surrounding frontages;
4. Connect to other key routes and spaces, including via Greengate to Greengate Square and across to the Manchester side of the river, and via a new boulevard to a reinvigorated Collier Street Baths; and

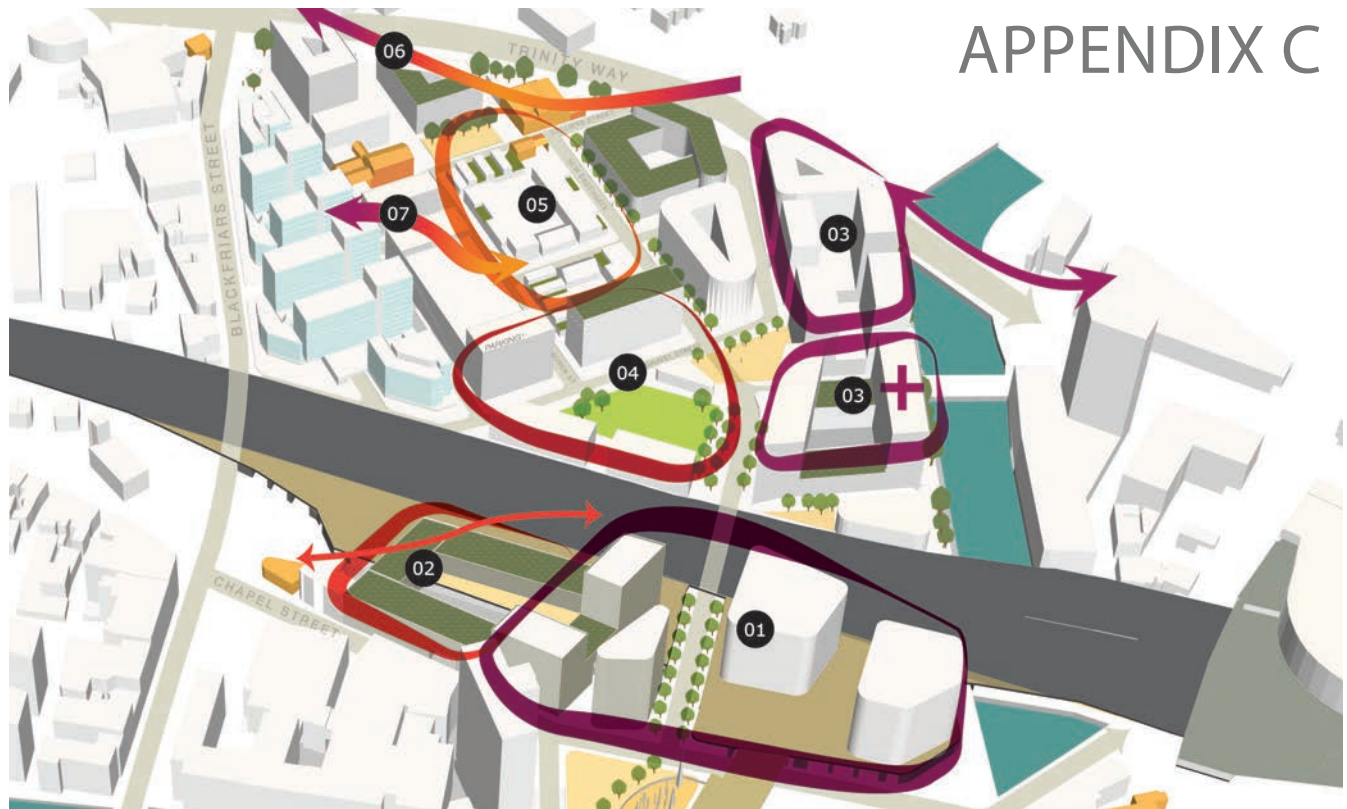
Policy HE1 Heritage spatial strategy (Full Policy)

Salford’s heritage assets and their setting will be protected and enhanced, ensuring that they continue to make a positive contribution to the character and identity of the city’s neighbourhoods.

The level of protection afforded to any individual heritage asset will reflect:

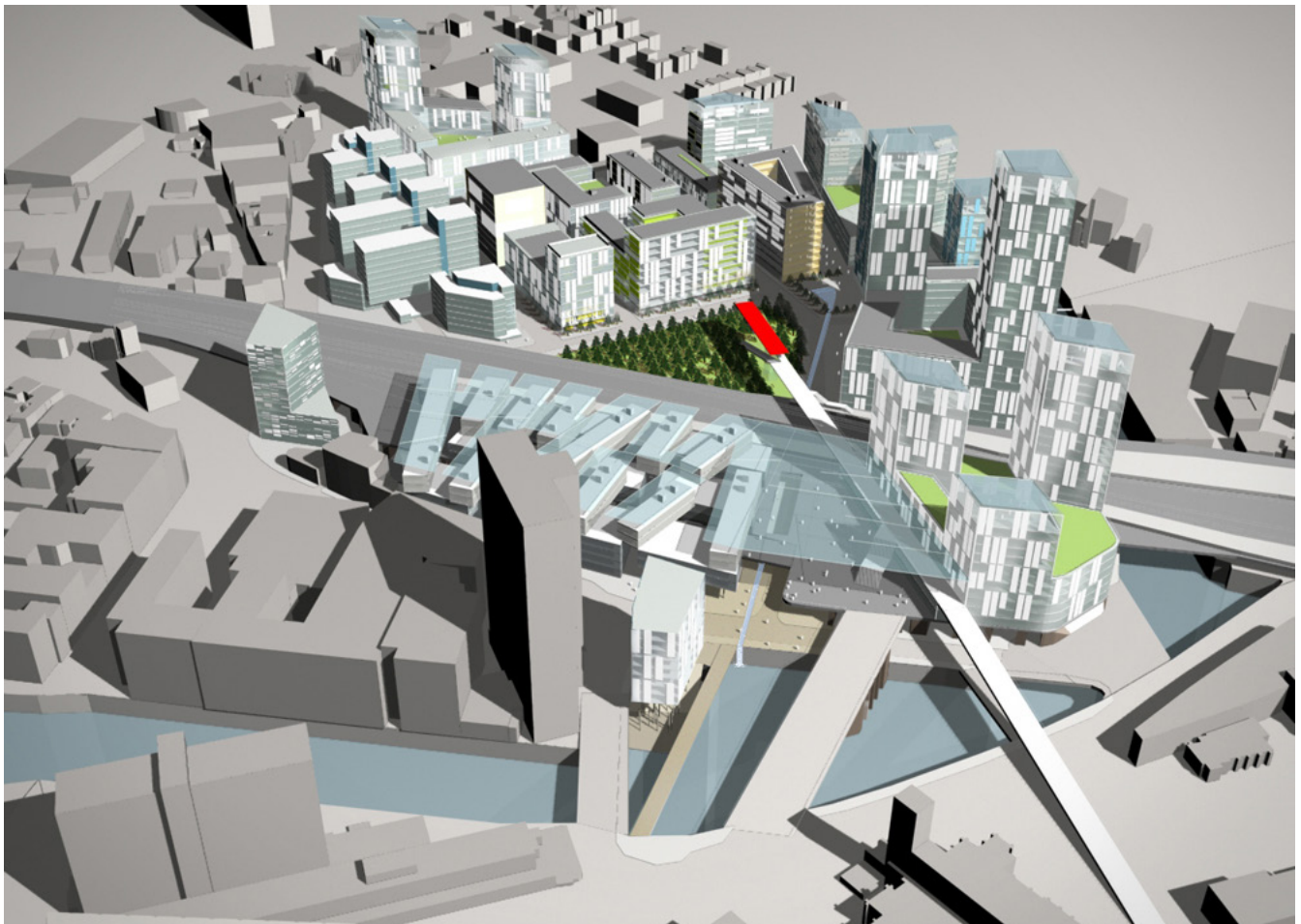
- A) The nature, extent and level of its significance, having regard to its architectural, historic, artistic and/or archaeological interest;
- B) The degree to which the significance of other heritage assets is reliant on it; and
- C) The contribution that it makes to the character and identity of the local area and Salford more generally.

Greengate Regeneration Strategy (March 2014)



APPENDIX C

Exchange Greengate Development Framework (June 2005)



APPENDIX D

Further Reading

Sport England, Active Design Toolkit

(<https://www.sportengland.org/facilities-planning/active-design/>)

Historic England (2017), Streets for All

(<https://historicengland.org.uk/images-books/publications/streets-for-all/>)

Historic England (2015), Tall Buildings

(<https://historicengland.org.uk/images-books/publications/tall-buildings-advice-note-4/>)

Historic England (2017), The Setting of Heritage Assets

(<https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/>)

Historic England/Design Council website – Building in Context

<http://www.building-in-context.org/>

Places Matter (2007), Creating Inspirational Places

Salford City Council, Greengate Salford Cultural Ambition

(More information available on www.salford.gov.uk)

